

Media Literacy and Its Impact on Substance Abuse



APRIL 26, 2011

9:00 a.m. - 3:00 p.m.

Temple University, Center City Campus, 1515 Market Street, Philadelphia, PA

MAY 3, 2011

9:00 a.m. - 3:00 p.m.

University of Pittsburgh, Scaife Conference Center, 3550 Terrace Street, Pittsburgh, PA

MAY 10, 2011

9:00 a.m. - 3:00 p.m.

Penn Stater Conference Center Hotel, 215 Innovation Boulevard, State College, PA

For Teachers, Professors, Counselors, Administrators, Future Educators and Prevention Specialists who want to become a leader in media literacy education.

www.medialitpa.org



These seminars are presented in partnership with the Pennsylvania Department of Health, Bureau of Drug and Alcohol Programs.

About the Media Literacy Seminars

"It was well worth the travel to attend your conference. Any conference that has Renee Hobbs as a presenter is a serious and important event. The keynote speaker was inspiring. The conference was a wonderful combination of academics with the gritty realism of drug use. Bravo and I will be back."

— **JIM METROCK**
President, Obligation, Inc.

"This conference is a *must* for anyone who works with youth in today's techno-world. The experience was enriching and stimulating, giving me the tools and skills I can now use in my work with young people finding their way in the world."

— **HELEN GYIMESI**
Drug and Alcohol Prevention Educator, Education Resources, Memorial Hospital

"The 2009 Media Literacy Conference was a great conference—enlightening, engaging and timely!"

— **LESLIE KNIGHT, SSGT**
Drug Demand Reduction Specialist, PA Army National Guard

"Regarding the Media Literacy Conference... I thought it was fantastic! Both Brian and Renee did such a great job. I am still reeling from what I learned. It made me angry with the tobacco companies as well as the liquor producers. I always looked upon drinking and smoking as a choice... but now I see it as taking advantage of targeted people for profit. The message and the critical skills with media need to be spread."

— **JANIE A. HECKER**
Supervisor of Auxiliary Services, Colonial Intermediate Unit 20

Young people today have more exposure to images of drug and alcohol use—and more avenues for obtaining drugs and alcohol for their own use—than ever before.

In an era of exploding media access to youth—fueled not only by traditional media but also by mobile communications, video games, music and the internet—empowering students to understand all forms of media literacy is paramount.

Drug Free Pennsylvania's fourth annual media literacy seminars, **Media Literacy and Its Impact on Substance Abuse**, will feature top authorities in the field of media literacy:

Renee Hobbs, Ed.D.
*Temple University
Lead Presenter—Philadelphia & State College*



Brian Primack, M.D.
*University of Pittsburgh
Lead Presenter—Pittsburgh & State College*



Renee Hobbs, Ed.D., is the founder of the Temple University Media Education Lab and helps educators globally to address media literacy through research, curriculum development and advocacy. **Brian Primack, M.D.**, is internationally recognized for his research on the effect of mass media messages on adolescent health. Our Keynote Luncheon Speaker for each of the seminars will be **Phil Bauer**. Since his son's prescription drug related death in 2004, Phil has spoken nationally and throughout Pennsylvania on the topic of prescription drug abuse.

The goal of the seminars is to provide educators with an understanding of the core concepts of media literacy through interactive, hands-on applications such as dissecting advertisements, writing public service announcements (PSAs), and analyzing the ways companies market their products. These skills can then be implemented in the classroom or during after-school programs to teach children how to make healthy lifestyle decisions regarding substance abuse. With the increased concern over prescription drug abuse among teens, we will be targeting the instruction toward this topic.

Registration

The cost for the seminars is \$100 per attendee. There is a full-time college student discount of \$75 per attendee. The registration fee covers meals and seminar materials. **Registration ends April 19, 2011. To register for a seminar, please use the attached registration form.**

For more information, visit www.medialitpa.org.

Media Literacy and Its Impact on Substance Abuse



R E G I S T R A T I O N F O R M

Name _____ Personal ID (for Act 48 Credit Hours) _____

School/Organization _____

Please Check Your Profession: () Middle/High School Teacher () Middle/High School Administrator
() College Instructor () Full-time College Student () Counselor () Prevention Specialist () Other

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Please select a seminar to attend: () Philadelphia () Pittsburgh () State College

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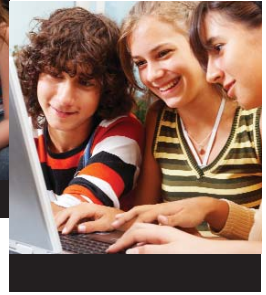
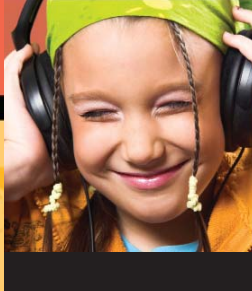
Authorized Signature _____

To register for a seminar please complete this form and mail it to:

Drug Free Pennsylvania
300 N. Second Street, Suite 1215
Harrisburg, PA 17101

Or, fax it to (717) 232-5400.

DRUG FREE
PENNSYLVANIA'S
4TH ANNUAL
MEDIA LITERACY
SEMINARS



Media Literacy and Its Impact on Substance Abuse

Please join Drug Free Pennsylvania and top authorities in the field of media literacy to:

- Learn core concepts of media literacy
- Understand how media affects behavior, health and substance abuse
- Participate in hands-on activities to understand principles of media literacy
- Discover how to connect media and your classroom while addressing Pennsylvania's academic standards
- Receive a FREE copy of the 3rd edition of the *The Media Straight Up! Critical Thinking Skills for Pennsylvania's Youth* curriculum guide
- Earn five (5) Act 48 Credit Hours

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